

UNDERSTANDING INTERNATIONAL TRADE DATA

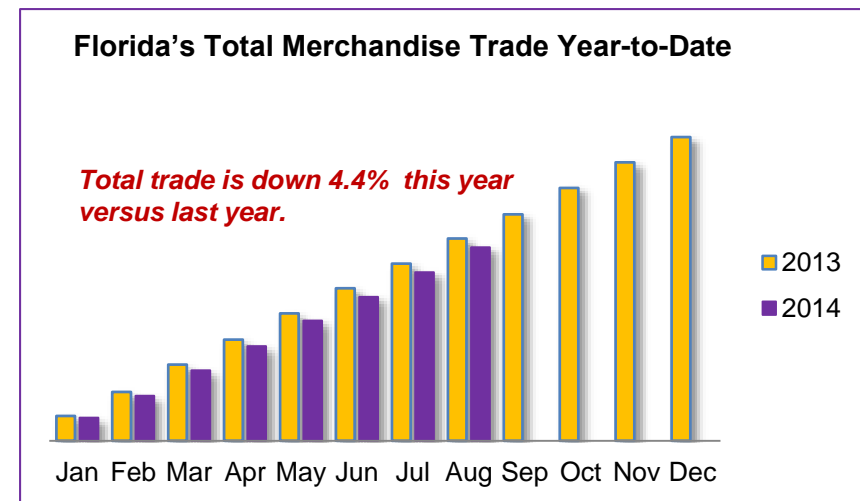
Janet Jainarain

***Vice President, International Marketing & Research
Enterprise Florida, Inc.***

October 24, 2014

Florida's (*Random*) Trade Snapshot

- Total international trade (exports plus imports) totaled \$158.4 billion in 2013
- Seventh largest exporting state in the U.S.
- Florida accounts for 33.2 percent of all U.S. exports to LA/C
- Third-largest exporter of high-tech goods in the U.S.
- Trade with the Middle East grew by 384% since 2004



Source of U.S. Trade Data

- The Foreign Trade Division (FTD) of the U.S. Department of Commerce and U.S. Census Bureau is the **OFFICIAL** U.S. Government source for statistics on U.S. foreign trade.
- FTD provides statistics on up to 18,000 import commodity codes, 9,000 export commodity codes, 240 U.S. trading partners, 400 U.S. ports, over 50 states and territories, and 45 districts.

Types of Data Available

Geography/Method	HS/NAICS Level of Detail
Customs District Data (export, import, air, vessel)	10-digit HS detail
Port Data (airports and seaports – air, vessel, and containerized)	6-digit HS detail
State Export Data (Origin of Movement)	6-digit HS detail & 4-digit NAICS detail
State Import Data (State of Destination)	6-digit HS detail & 4-digit NAICS detail
NAICS Data	6-digit NAICS detail

Some of the statistics include quantities, values, shipping weights, methods of transportation (air or vessel), duties collected, unit prices, and market share

Layman's Definitions for Florida Stats

- **Merchandise Trade / Customs District Data**

Those goods that are shipped to, from, and through Florida, regardless of where they were produced, as well as those goods that are produced, grown, or mined in Florida and are shipped from the state to an overseas destination.

- **State of Origin of Movement (OM) Series**

The OM data series report on shipments where Florida is the state where "the export journey begins." The data, therefore, reflect the transportation origin of exports. In many cases, this is also the production origin, but not always.

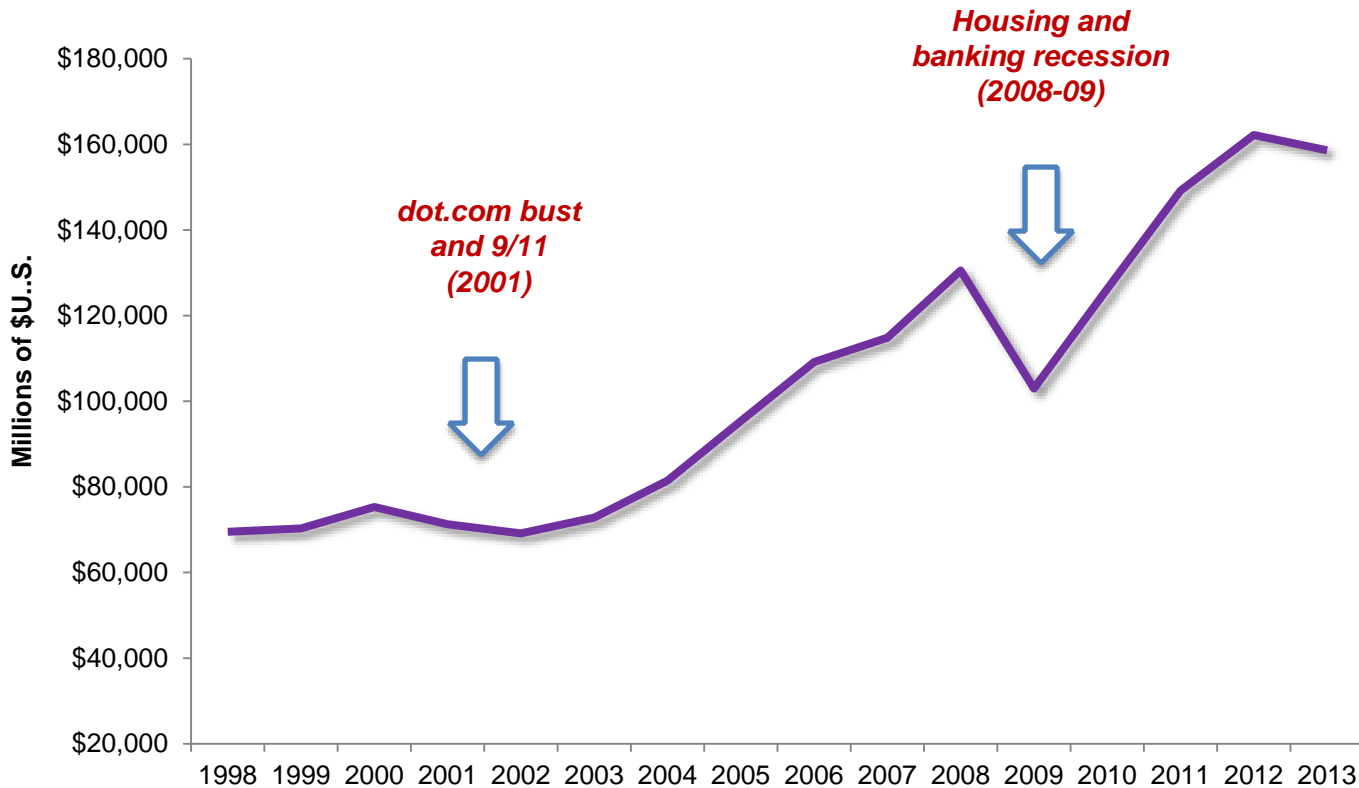
How Can This Data Be Used?

- Track historical trade patterns by country
- Commodity trends by country
- Bi-lateral trade profiles
- Market share by world region
- Florida share of U.S. exports
- State and country rankings
- Market demand for a company's products
- Impact of foreign competition



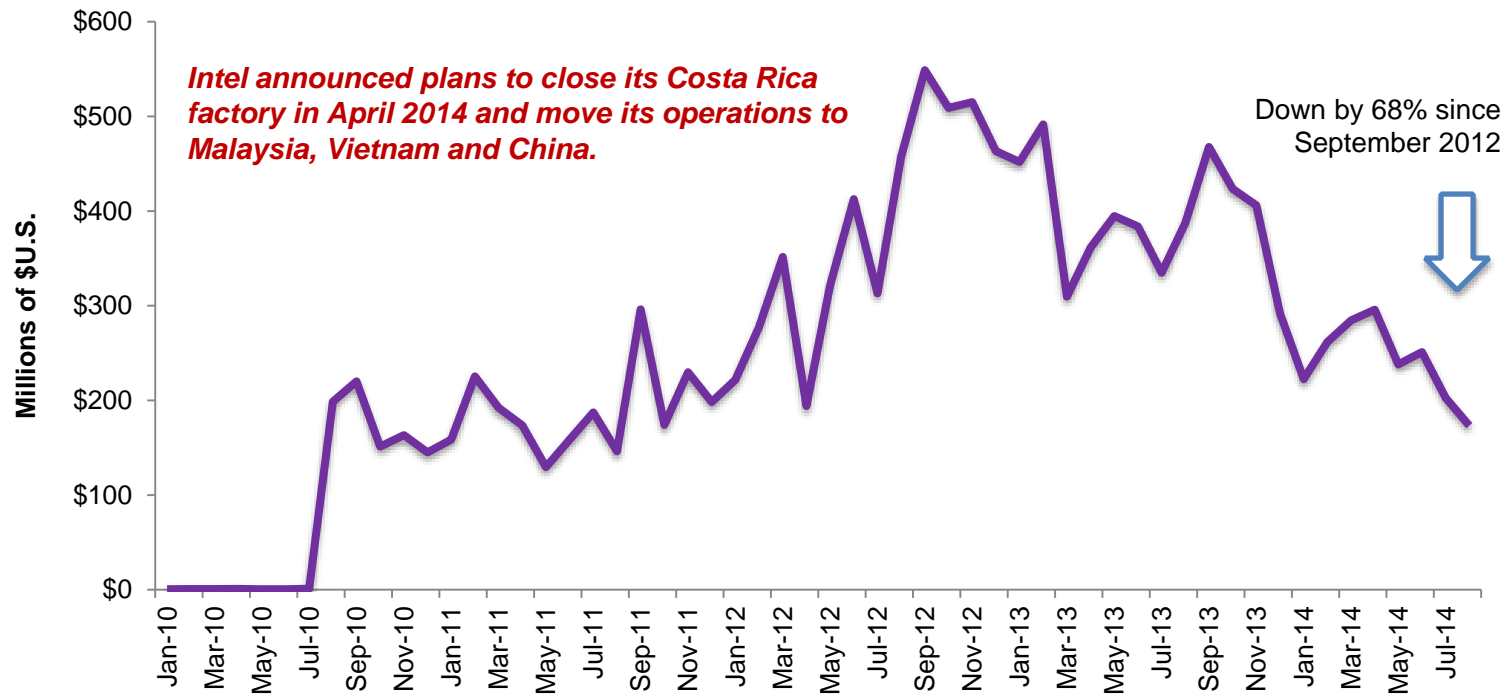
How Can This Data Be Used?

Florida Total Trade Since 1998



How Can This Data Be Used?

Miami District Imports of Microchips from Costa Rica



Accessing Federal Trade Statistics

- Trade Stats Express  TradeStats Express™ - State Export Data
 - *free national and “origin” export data at the state level*
- USA Trade Online 
 - *paid subscription*
- Commercial providers (sample only)
 - *Datamyne*
 - *Global Trade Information System (GTIS)*
 - *WISER*

Contact Enterprise Florida at:

Enterprise Florida, Inc.

International Trade & Development Division

201 Alhambra Circle, Suite 610

Coral Gables, Florida 33134

Phone: 305-808-3660

www.enterpriseflorida.com